

@ Hotel Melià Milano – April 4th

PROGRAMME

09.45-10.45 OPENING CONFERENCE

We shortly analyze the tourism real estate market trends of the current year. What has characterized the panorama of Italian and foreign investment?

Giorgio Palmucci – **Confindustria Alberghi**

Stefano Mantella – **Agenzia del Demanio**

Giuseppe Roscioli – **Federalberghi Roma**

Alessandra Priante - **MIBACT**

Michael Widmann – **PKF hotelexperts**

Anchorman: Laura Dominici – **Guida Viaggi & About Hotel**

11.15-12.00 INVESTORS AND BANKS VS OPERATORS

What are the current investment conditions? What are the changes that have characterized the investors and the banks?

Paolo Minerva – **Bank of America**

Aldo Mazzocco – **CDP**

Stefano Melazzini – **Mediocredito Italiano**

Nerio Alessandri – **Technogym Spa**

Anchorman: Paola Lunghini – **Economia Immobiliare**

Technical Expert: Gisela Loidolt – **PKF hotelexperts**

13.00 – 14.00 LUNCH & SPONSOR EXHIBITION

14.15 - 14.45 WELLNESS&DESIGN TREND & INNOVATION

Companies and Italian designers will talk about design & wellness

Arch. Simone Micheli – **Simone Micheli Architect**

Alessandro Sciarrone – **Technogym spa**

Anchorman: Francesco Scullica, Cinzia Pagni – **Poli Design**

15.00. - 16.00 ITALIAN HOTEL GROUPS & BRAND

Italian Brands and Italian Hotel group: domestic and international challenges of growth. Drivers to develop the Italian brands, opportunities and complexities to play in the global market. Strategies and development prospects. Economies of scale and scope, centralization of skills and services, alongside a brand or independence. How does Italian hotel entrepreneurship grow?

Elena David – **Valtur**

Fabrizio Gaggio – **ATAHOTELS**

Sofia Gioia Vedani – **Planetaria Hotels**

Erich Falkensteiner – **Falkensteiner**

Mauro Piccini – **Piazza di Spagna View Hotels**

Piergiorgio Mangialardi – **Allegritalia Hotel & Condo**

16.00- 17.00 INTERNATIONAL HOTEL GROUPS: THE VALUE of BRAND

Brand and International hotel groups: the interest to Italy and the new development trends

All around the world, brands are towing the quantitative growth of hotels, the development of professionalism and the international appeals of destinations. What do brands offer to Italian entrepreneurs?

Suzi Yoder - **Best Western Hotels & Resorts**

Georg Schlegel – **Choice Hotels**

Timothy Walton – **Marriott International**

Sara Ranghi – **Melià Hotels International**

Anchorman: Giorgio Bianchi, Jeffrey Scott – **PKF hotelexperts**